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PATENT
Attorney Docket No.: 017887-004600US

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

On July 12, 2004

TOWNSEND and TOWNSEND and CREW LLP

By:

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JACOBY et al.

Application No.: 09/773,943

Filed: January 31, 2001

For: SYSTEM FOR DYNAMIC
GENERATION OF ONLINE
STREAMING MEDIA
ADVERTISEMENTS

Customer No.: 20350

Confirmation No. 9158

Examiner: Jeffrey D. Carlson

Technology Center/Art Unit: 3622

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed February 10, 2004, please enter the following amendments and remarks. A two-month extension of time accompanies this response. As July 10, 2004 fell on a Saturday, the present response is timely as being filed on the next business day, Monday July 12, 2004.

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 5 of this paper.

Remarks/Arguments begin on page 7 of this paper.